

SALESMANSHIP STUDY CALLED TIME-WASTER

Dean Gephart of Washington University Speaks to Commerce Students at Annual "Boom."

DECRIES PRESENT TREND Says Business Schools Should Teach Principles and Not Lay so Much Stress on Mere Details.

One of the most futile courses in a college curriculum is salesmanship, according to W. F. Gephart, dean of the School of Commerce at Washington University, who was the principal speaker at the Commerce "Boom," the annual banquet of the School of Business and Public Administration, given last night at the Daniel Boone Tavern.

The dining room of the hotel was packed with students and faculty members, and the four-hour program of food, music and talks was received with enthusiasm.

In explaining why a course in salesmanship was a farce, Dean Gephart said that a salesman was two-thirds personality and one-third knowledge of his goods—neither of which a professor could tell him anything about.

"The big thing that a school of commerce should aim to do is to give the underlying principles of business. It should train men to step into managerial and executive positions—not train them to be clerks or tellers by flooding them with a lot of details."

"Another thing a young man going into business should develop is skepticism. There is no greater fun in the world than not believing anything unless you have to. It's a trait that gives birth to business shrewdness and initiative."

"Perhaps the biggest mistake that colleges are making today is over-specialization. They are overlooking the fundamental principles by getting in a maze of details. They think it gives what they call practical work. In reality they are training college men to be clerks and bookkeepers instead of executives."

"Nearly every engineering school in the country is on the down grade for that very reason. They are over-specializing instead of teaching principles. Take a census of the graduates of your engineering school, and you will find that most of them are still making blueprints at \$150 a month."

Dean Gephart evinced surprise in not finding any women at the banquet. At Washington University the women are taking up business work "with alarming agility, and the men had better look to their laurels," he said.

Dean Isidor Loeb, in a short address, spoke of the value of social control in and business to the rest of the world. He said social control was the only remedy for the friction that now exists in the commercial world.

Other short talks were made by Prof. H. G. Brown and Raymond Grempe, president of the Commerce Club. A musical program was given by the Quadrangle Orchestra and a quartet.

JOURNALISTS MEET MAY 23

Annual Event to Be Held at M. U. Two Weeks Later Than Usual.

The twelfth annual Journalism Week at the University will be held May 23-27 this year, it was announced today by Dean Walter Williams.

The date this year is two weeks later than usual in order to insure good weather for the week's exercises.

The program for the first day, May 23, will include the annual convention of the Missouri Writers' Guild, composed of authors of the state. Hugh F. Grinstead of Columbia, writer of boys' stories, is president of the Guild.

The Missouri Press Association will meet in Columbia Thursday and Friday of Journalism Week, and will combine its exercises with those of the School of Journalism. Mitchell White of the Mexico Ledger is president of this organization.

Advertising problems, women's share in journalism, special features and departments, and mechanical problems will be discussed. The definite program, however, has not yet been announced. Entertainments, including the annual Journalism Banquet, are now being planned.

Journalism Week each year attracts hundreds of men and women interested in newspaper or magazine work, advertising or other phases of journalism.

PRIZES FOR GOING TO CLASS Lee School Gives Half Holiday to Winner of Attendance Contest.

The first, sixth and seventh grades of the Lee School were given a half-holiday today, and the second and fifth grades were given a quarter-holiday. Records are kept of the general deportment, conduct to and from school and of the number of times tardy. The averages are posted on a bulletin board and classes ranking first are given a half-holiday and the classes ranking second are given a quarter-holiday.

Rose Collier Ill With Pneumonia. Rose Collier, the 6-year-old daughter of H. A. Collier, probate judge, is very sick with pneumonia. She became sick yesterday, and her condition is serious at present.

Cheek to Cheek Dancing Must Go, but Wicked Toddler Returns

No longer may the petite damsels of the University rest their tired heads against the cheeks of their dancing partner and glance wistfully into his eyes as they gracefully glide down the dance floor. Cheek to cheek dancing is on its death bed, and unless a competent doctor is summoned immediately it will soon be a thing of the past. But wait—the worst is yet to come. When the orchestra plays soft and sentimental strains, "Mary" can no longer nestle a little closer as she fondly dreams of that little "nest in her haven of rest," and how on earth can "Albert" foster thoughts of strolling through the woods with Mary by his side when they are four inches apart? Four inches apart—the only thoughts that could possibly enter their minds at this distance are those of ironing boards, wash tubs, crowded street cars and stuffy office buildings.

The authorities have put the taboo on cheek to cheek dancing. Can it be possible? No doubt a look of consternation appears on the faces of "Sentimental Willie" and "Handsome Harold" as they hear of it. Of course the members of the fairer sex think it's an "absolute outrage." What will they do? Must they stay at home on Saturday night and plan alone their future home and happiness? No, they cannot do this, for as sure as they do "Alice" and "William" will have a date in the same room, and anyhow Sunday is the time for those peaceful, quiet dates when nothing else of interest is going on.

It looks as though the cause is defeated and the members of the cheek to cheek aggregation must succumb to their fate. Either that or give their own little dances in Mary's parlor.

The authorities have, however, decided to permit that wicked "toddler"—providing the couples always keep four inches of daylight between them. This is in-

deed a difficult task, for what if Albert should happen to stumble over the foot of another inmate of the ballroom? No doubt the jar would throw him against his partner and the ever watchful eye of the chaperon would detect the collision. And what if the collision occurred just at the time the orchestra was playing the final notes of "Home Sweet Home." Could the chaperon ever be made to believe that the collision was accidental? Could the couple ever make her believe that it was not merely a ruse on their part in order to have one final "clinch" before parting? No, they could not. The only possible way to prevent this difficulty is to install a "traffic cop." If a competent person could be found to fill this position he could very easily direct the course of the dancers so that no such accidents would happen.

But there is yet one more thing to take into consideration before the four inch rule can become a success. How will the couples know whether or not they are four inches apart? The chaperons, of course, will be supplied with measuring sticks, and when they become suspicious of a couple may stop them on the floor and easily determine whether or not they are the proper distance from one another. The only way out of this difficulty is for the members of the stronger sex to furnish themselves with four inch measuring sticks. Now here's your chance. Start a four inch rule factory. Sell one thousand rules for 25 cents apiece in Columbia. They would go like hot cakes. Then go to some other universities. Visit the assembly dance and speak to the chaperon about the terrible positions on the dance floor. Soon they would bring enough pressure to bear that a four inch rule would be inaugurated at this university. Sell another thousand here and so on until, in a short time you would have a business built up.

of a century ago, if you find him at a dinky railroad station or alone in a hotel lobby, he'll likely as not introduce himself with—
"Say, friend, have you heard the latest one about Pat and Mike?"

Woman--The Doubtful Gift of A Perplexed Sanskrit Creator

Poets of all times, races and languages have written of woman, her vagaries and her virtues. Many have attempted to tell what they know of her—and find they know nothing. One of these attempts was made by Bana, the great Sanskrit poet and historian, in his "Harscharita" (The Life and the Times of Harscha), a historical work dealing with the times of the seventh century.

His version of the creation of woman is given in the following excerpt from that work (Savatri is the Hindu word for God or Lord):

"In the beginning, when Savatri came to the creation of woman he found that he had exhausted his material in the making of man and that no solid elements were left. In his dilemma, after profound meditation, he did as follows:

"He took the roundness of the moon, the curves of the creepers (vines), and the clinging of the tendrils, and the trembling of the grass, and the splendor of the reeds and the bloom of the flowers, and the lightness of their leaves, and the tapering of the elephant's tusks, and the glances of the deer, and the clustering of the rows of bees, and the joyous gaiety of the sunbeams, and the weeping of the clouds, and the fickleness of the winds and the timidity of the hare, and the softness of the peacock, and the softness of the parrot's bosom, and the hardness of an adamant, and the sweetness of the honey, and the warmth of the fire, and the coldness of the snow, and the chattering of the jays, and the cooing of the pigeons, and the hypocrisy of the crane, and the faithfulness of the dog, and compounding all these together he made woman."

GAVE HER TO MAN
Later, some minor Sanskrit author, or

it might have been a Christian author who desired to give his version of the result, took Bana's version of the creation of woman and added the following: "and gave her to man. But after a week, man came to him and said, 'Lord, this creature that you have given me makes my life miserable. She chatters incessantly, she teases me beyond endurance, never leaving me alone; and she requires incessant attention, and cries about nothing, and is always idle; and so I have come to give her back to you again, as I cannot live with her.'"

"So Savatri said, 'Very well,' and took her back.
"Then after another week, man came back again to him and said: 'Lord I find that my life is very lonely since I gave you back that creature. I remember how she used to dance and sing to me, and look at me out of the corner of her eye, and play with me and cling to me, and her laughter was music and she was beautiful to look at, and soft to touch; so give her back to me again.'"

"And Savatri said, 'Very well,' and took her back again.
"Then after only three days, man again came back to him and said, 'Lord I know not how it is; but after all I have come to the conclusion that she is more of a trouble than a pleasure to me, so please take her back again.'"

"But Savatri said, 'Out with you! Be off! I will have no more of this. You must manage how you can.'"
"Then man said, 'But I cannot live without her.'"
"And Savatri replied: 'Neither can you live without her.'"

"And he turned his back on man and went on with his work and man knows not yet what to do with her, for he cannot live with her or without her."

Modern Drummer Is Telling Facts, Not "Funny Ones" Today

There's been a big change in the work and methods of the "drummer," a traveling salesman who comes regularly to Columbia said in a conversation the other day. He was commenting on the ways of the world, and particularly on ways that are now discarded. His own business afforded a case in point.

"In a certain type of novel and short story that was plentiful a quarter of a century ago, the sophisticated, cheek-suited drummer was a stock character," he reminded his listeners. "It was plain literaryness then to picture a small town scene with the yokels on their cracker boxes in front of the grocery store unless the author provided at least one traveling man to enliven things. And he had to be a regular city 'slicker' to get by at all."

Most of the "knights of the sample case" thus introduced to the fiction reading public were fair specimens of their kind wherever found, in the opinion of the salesman who was talking. He himself was just getting used to lead train connections and worse hotels at the time.

The traveling salesman of that day, he said, must first of all be a "good fellow." That meant high development of the art of story telling, a joviality that weariness and disappointment could not dampen, and an abnormal judgment of—and capacity for—the popular liquors of the era. He kidded his customers or flattered them into ordering. He knew little system, and less of the true science of his work. Selling goods to merchants was a matter of hit and miss—a hit if the customer liked the salesman personally, a miss if the drummer was unentertaining or told stories the natives had heard from the sales-

men who had gone that way.
All this has changed. It isn't easy to say whether the merchants changed the salesman or the salesman changed the merchants. Possibly it came about through a realization on the part of both that they weren't doing it right. At any rate, they go about their business on different principles today.

That salesmanship is a science requiring deep study and close observation everybody realizes now. Traveling salesmen and their managers know this most of all and they apply that science to every phase of their work. It has resulted in clock-work methods for the salesman on the road and a vast change in his attitude toward his customer. Today he can walk into a hardware store, if that is his line, and tell the owner a good many new things about conditions in the local trade territory. He misses no late development, because it isn't a one-man job for him. Experts sitting in their offices many miles away, but in close touch with the situation wherever it affects their business, may have worked out much of his data for him. But he has it at his fingers' tips, and he knows how to use it to the advantage of his house.

In a good many other ways he has changed too. The flashy clothes are gone, and the flask is no longer an essential part of his equipment. One thing remains and probably always will—the weakness for stories and the knack of telling them. Funny stories to a traveling man nowadays are not his stock in trade. He sells the goods his house manufactures. But even as it was a quarter

100 PER CENT IN HEALTH WORK



Pupils of the Deer Park School.

SCHOOL IS AFTER HEALTH

Deer Park Students Improve as Result of Nurse's Work.
The Deer Park school cradles that it is a 100 per cent health crusader as a result of the work done there by Miss Dorothy Broffle, Red Cross nurse for Boone County. Every child in the school has entered into the health crusade with interest and is daily improving from its effect, according to the report of Miss Allie Crews, teacher. Nine children found with defective teeth, have had the dental work done, four have consulted oculists and five have had their throats and ears treated.

The photographs show the schoolhouse, which has been built for four years and is regarded as one of the most modern country schoolhouses in the county. The swings and play-ground equipment were given the children by the mothers of the neighborhood.

Since the start of the health crusade every child in the school has gained in weight, and thirty out of the thirty-five have normal weight.

of a century ago, if you find him at a dinky railroad station or alone in a hotel lobby, he'll likely as not introduce himself with—
"Say, friend, have you heard the latest one about Pat and Mike?"

BOOKS FOR CRETAN LIBRARY

University Will Send Publications to Candia.

H. O. Severance, university librarian, has received a letter from the librarian of the Municipal Library at Candia, N. H., asking for a gift of books for that library.

The library was given to the city by a Frenchman and has about 6,000 volumes at the present time. The island is visited by a large number of tourists each year and it is the purpose of the librarian to make his library cosmopolitan.

Mr. Severance will send a collection of about twenty-five of the University publications.

C. WILHITE FOR Pure Farm and Garden Seed

We handle all kinds of Farm Seeds, Seed Corn, Oats, Clover, Grasses, Sorghums and Lawn Grass Seed. A select lot of Northern-Grown Garden Seed. We know good seed and we handle nothing else.

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Billiards

Played With Brass Balls And Cues

That is what they used in the old days, brass balls and brass cues. Even with such rude equipment, billiards was the sport of kings. What do you suppose the old boys would have done if they could have played just one game with modern equipment?

BOOCHE'S
"Doc" Peery "Billy" Green
"Where Greek Meets Greek"
Virginia Building, Upstairs

TODAY'S MARKET

By United Press.

EAST ST. LOUIS LIVE STOCK MARKET

Cattle receipts, 1,600; market steady.

Native beef steers \$ 8.00 to 9.00

Yearling steers and heifers 6.50 to 8.25

Cows 5.25 to 6.75

Stockers and feeders 6.75 to 8.25

Calves 9.00 to 10.00

Cows and heifers 5.50 to 7.50

Hog receipts, 5,000; market steady.

Mixed and butchers \$10.75 to 11.25

Good and heavy 9.50 to 10.00

Rough 7.50 to 8.50

Light 11.25 to 11.50

Pigs 10.50 to 11.50

Bulk 10.75 to 11.25

Sheep receipts, 600; market steady.

Sheep and ewes \$ 5.50 to 6.00

Lambs 10.50 to 11.00

Yearlings 1.50 to 4.00

Y. M. C. A. PRESIDENT

We, the undersigned, recommend J. B. Coppedge for President of the Y. M. C. A. for 1921-22:

(James A. Quinn, H. C. Pepper, H. C. Blumer, Lawrence E. DeMuth, J. Jo Reed, P. H. Perretin, Leslie Allen, John Arnett, Eugene Montgomery, Clarence B. Lockwood.—Adv.)

Y. M. C. A. VICE-PRESIDENT

We, the undersigned, recommend Tucker B. Smith for Vice-President of the Y. M. C. A. for 1921-22:

(W. E. Crowe, V. P. Crowe, Hugh Schuck, Leslie Allen, Anton Tibbe, Bill Angle, Herbert Blumer, Jo Reed.—Adv.)

TOO LATE TO CLASSIFY

LOST—Fountain pen, between Engineering Building and 115 S. 6th St. Phone

669-white.

C-175.

LOST—Wrist watch with leather strap bracelet. Reward. Phone 1297, Irene Pearson. P-175.

LOST—Silver bar pin set with brilliants Sunday. Reward. Telephone 1297, Grace Boyle. B-175.

FOR SALE—Dimension lumber sawed to order at mill or will deliver, prices right. C. M. Trice, phone 15-R. T-175.

FOR EXCHANGE—Fine 217½ acre farm, all fine level prairie land, on main public roads; well fenced and cross-fenced; 120 acres in wheat, 30 acres in oats, balance for corn, and in grass; located 4½ miles from Andrian county. One of the best farms in Andrian county. Has house with six large rooms—sewing room, bath room and two porches; fine barn, 36x50 feet, with two cribs and large loft; good granary, 12x32 feet; garage, smoke house, coal house, chicken house and other out buildings; good cistern, deep well with wind mill, high pressure water tank, water in house; R. F. D. and Bell telephone. Good terms. Would take first-class Columbia residence as part pay. Address Dan Quinlan, Mexico, Mo., R. F. D. 4. Q-175.

LOST—Goodyear tire, 34x4, on Hudson rim. Reward. Call 581. P-176.

LOST—Phi Lambda Epsilon pin engraved with name "E. E. Funk." Reward. Phone 1296-black. F-176.

FOR SALE—Practically new 8-room house, large lot; \$5,500 will buy this place. Hayes & Weathers. Phone 272. —174.

WANTED TO TRADE—Rental property for good lots or small farm. What have you? Hayes & Weathers. Phone 272. —174.

WANTED—To buy or rent platform or physician's scales. Address S. care Missourian. S-174d.

LOST—Between Academic Hall and Physics Building a pair of horn-rimmed glasses. Finder please call 1113. W-175.

For Your Easter Dinner

Fresh Tomatoes, lb. 30c
Head Lettuce 15 to 25c
Fresh Spinach lb. 12½c
Potatoes
Early Triumph, bu. \$1.75
Early Ohio, bu. \$1.75
Early Rose, bu. \$1.75
Big Celery 15c

Baker & Scott

Let a Box of
Huyler's NEW YORK
Candies
be your
Easter Greeting
The Drug Shop

\$2.50 per lb. \$2.00 per lb. \$1.50 per lb.

The only sales agent for Huyler's in this city



SPRING PEP

Spring Fever is rampant on the campus. You have it, I have it, the pros have it, even the janitors in Academic Hall move a little slower than usual. The medical profession has struggled for years to find some remedy for the malady that hits us all as soon as the buds begin to swell and the Blue Birds start singing their love songs.

There is a remedy for that disease or what ever it is. Get up early, play a few sets of tennis, take a cold shower—your Spring Fever will be turned into Spring Pep. Your day will be a day of accomplishment.

Spalding rackets are part of the standard equipment of a tennis game. The CO-OP has them in any weight or style that you may desire. Of course you will want a new one this spring. Prices \$6 to \$15.

The CO-OP



Big days or little days, Coca-Cola always is—the favorite beverage.
THE COCA-COLA COMPANY
Atlanta, Ga.

Automobile At Auction

Nearly new Baby Overland in fine condition will be sold at auction Saturday, March 26. Property of the late J. E. McPherson. Call me for demonstration. Also mules, hogs and other property, at Wright Brothers' Barn, near Wabash Stock Yards.

SALE 1:30 O'CLOCK SATURDAY

J. A. Stewart

April Brunswick Records On Sale Today

Whoever likes music will like these new Brunswick records. They must be heard to be appreciated, so by all means come in and hear them. We'll welcome you with cheerful and willing service.

2074—85c
Love Bird, Baritone Solo Ernest Hare
Why Don't You, Baritone Solo Ernest Hare
2069—85c
I Never Knew, Fox Trot (Accordion) Mario Perry
Blue Jeans, Fox Trot (Accordion) Mario Perry
2072—85c
In The Dusk, Fox Trot Rudy Wiedloft's Californians
Midnight Moon, Waltz Carl Fenton's Orchestra
2078—85c
My Isle of Golden Dreams (Hawaiian Players)
Frank Ferrara and Anthony Franchini
Tripoli (Hawaiian Players) Frank Ferrara and Anthony Franchini
2077—85c
Crazy Blues, Fox Trot Bennie Krueger's Orchestra
Royal Garden Blues, Fox Trot Bennie Krueger's Orchestra
2070—85c
Honolulu Eyes (Tenor Duet) Chas. Harrison and Chas. Hart
O-H-I-O—O-My-O (Tenor) Billy Jones
5045—\$1.00
Whip-Poor-Will, Fox Trot (From "Sally") Isham Jones' Orchestra
Look For The Silver Lining, Fox Trot (From "Sally") Isham Jones' Orchestra
5046—\$1.00
Rose, Fox Trot Isham Jones' Orchestra
My Mammy, Fox Trot (From "Sinbad") Isham Jones' Orchestra
5044—\$1.00
My Husband's Dearest Friend Irene Williams and Sam Ash
(From "Honeydew")
Whispering Solo Irene Williams and Cresent Trio
10027—\$1.00
Witches' Dance, Pianoforte Solo Leopold Godowsky
10028—\$1.00
Annie Laurie (Soprano) Dorothy Jordan
10029—\$1.00
Oriental, Violin Solo Max Rosen
5042—\$1.00
Still Sweeter Every Day Criterion Male Quartet
Brighten The Corner Where You Are Criterion Male Quartet
5040—\$1.00
Barcarolle (Tales of Hoffman) Marie Tiffany and Elizabeth Lennox
Elegie (Song of Mourning) Marie Tiffany
13017—\$1.25
Old Refrain, Violin Solo Elias Breenskin
Serenade, Violin Solo Elias Breenskin
13018—\$1.25
Mother Macree Theo. Karle
Come Back To Erin Theo. Karle
25003—12 inch—\$1.50
Marche Slave Vessella's Italian Band
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2079—85c
Bright Eyes, Fox Trot Carl Fenton's Orchestra
Honolulu Eyes, Waltz Carl Fenton's Orchestra

Any Phonograph can Play Brunswick Records.

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